

# 2014 Annual Report

## Fitchburg Access Community Television



# A letter from the Manager

Hello

The year 2014 proved to be another busy year for FACTv. We had various construction projects, staff changes, the launch of our new channel project, and of course many different video production projects were completed throughout the year.

We started the year off with our first of many phases in our new channel project. This project included new station names, logos, and one channel saw a complete overhaul in the structure of the programming. Countless hours were spent planning, creating commercials and promos, which were completed in late June and were launched on July 1st 2014.

Construction has been going on for the last 4 years and continued this year. We added digital signage to the city campus and updated the AV systems in the Meeting Room. The digital signage added four monitor locations including City Hall, the Community Center entrance, the Senior Center entrance, and the Police entrance. The AV system upgrade in the Meeting Room added a new screen, projector, and a few other benefits for FACTv while taping in that room.

Our year would not be complete without on going classes with our school districts, Senior Center, and summer camps. We continued our partnership with the Verona Area School District specifically working with Stonier Prairie Elementary School on after school classes. We also worked with Eagle School and Edgewood College on video projects. The Fitchburg Senior Center classes also continued, we even added a few more classes throughout the year. We held our FACTv summer camps again this past summer. This continues to be a great way to help anyone of any age get technology in their hands.

The year would not be complete without mentioning our video coverage of meetings, city events, and other production projects. Our staff worked harder than ever to not only continue to cover our normal events, but also take on more tasks with our new channel project including creating commercials and promos. We wrapped the year up with the Children's Holiday Party and a brand new show called the FACTv Holiday Special.

Overall, it was another crazy year for our department. I am proud of all the work done by our staff this year. This year was another stepping stone to our overall rebuild of FACTv and has again set us apart from other stations around our city. As you read this report, you will see that we have put in a lot of work to help build our station and provide our city residents community access TV no matter they watch us.

**Jeremy Crosby,**  
**Manager, Fitchburg Access Community Television**



# Supporting Other City Departments

FACTv continued to provide many different services for departments this past year. Our services include video coverage, video editing, posting upcoming events on our three channels, DVD dubs, graphic design, photography services, media classes, and other multi-media services.

**Website:** We continued to support the city's website with graphic design, photo help, and video services. We are working closely with the I.T. department in assisting with these projects. Some of the projects included creating graphic buttons, editing photos to fit different pages, and helping departments post video links to their pages.

**Senior Center:** Have you heard of the show What's Happening at the Fitchburg Senior Center? If not, you need to check this show out. Each week we help the Senior Center film a show previewing what events are going on. There is a new episode every week and the show is posted online and played on the Media and Community Channels. We also help the senior center with taping different programs to be played back for people who cannot make it to the Senior Center for the event.



**Coverage:** Our department continues to cover various events requested by our city's departments; ground breakings, ribbon cuttings, city events, public service announcements, promo videos, meeting coverage and more, we are there to help cover these various events. We covered over 200 plus events this past year not related to meetings and we continue to grow that number every year.

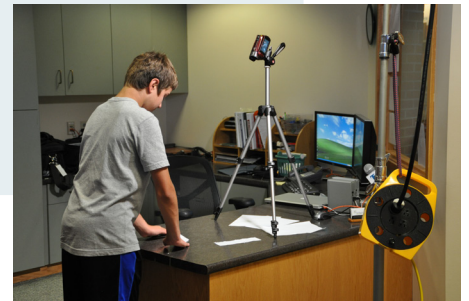
**Digital Signage:** New this year, we added digital signage around City Hall, the Community Center, and the Senior Center entryways. The signage allows these departments to post information about events that are going on. FACTv trained these departments how to use the digital signage and continue to support these departments as needed.

# Community Outreach

FACTv is committed to working with the community in many different ways. Not only do we provide new programming to the community, we also reach the community through other outlets including classes, marketing, and our community bulletin board.

## **FACTv's Summer Camps:**

This was our third year of offering summer camps to kids of all ages in the community. We added a third camp this year that offered kids the chance to work on independent projects for the station. We will look to continue to grow these camps in the coming years.



## **Website:**

During 2013 the City of Fitchburg updated its website. This was very important to FACTv as we were not able to use the old site, until this past year our portion of the website was not updated regularly. We have since continued to update our pages and use the website to launch our new channel plan during the summer. We have built up a new email listing for the community, which has allowed us to send out information about things going on at FACTv. This has been a great marketing tool for FACTv and we look forward to continuing to use the website to our advantage to reach the community in new ways.

## **Social Media:**

This past year was the first time FACTv has utilized the city's Facebook and Twitter account to post information about what happening at FACTv. We have weekly marketing meetings where we plan what we are going to be posting to social media sites, the website, and other marketing areas. Social Media is an inexpensive way to reach the community and has helped is get vital information out to the community about our station.

## **Community Classes:**

We continued to work with the Fitchburg Senior Center teaching technology classes. These classes included: iPad 1 & 2 class, a class about the cloud, and a new apps class. We have had great attendance for these classes and will be offering some new classes at the senior center for a small fee to cover the costs of running these classes. We also had the chance to offer a three part tech class at the Fitchburg Library. Although attendance was down, adult residents learned about shooting video with a mobile device, editing, and how to use your camera class. We will continue to work with the Library to develop these classes in the future.



## **Carousel & Fitchburg Check-In:**

FACTv has used Carousel or the community bulletin board to get information out to the community. This slideshow presentation gives the community information about upcoming city events, community events, city meetings, programming information, police updates, and more. A new feature that we added this year is the Fitchburg Check-In that is broadcasted on the Community Channel. This is similar to our Carousel system but is limited to 1 minute and plays during our commercials breaks at various times throughout the day. No matter which one you watch, our goal is to get new information out to the community and be a resource for the city to get vital information to the residents of the City of Fitchburg.



## **School Partnerships:**

We still have school partnerships with Stoner Prairie Elementary School, Eagle School, and Edgewood College. FACTv provided each school with video production training for their students so they are able to create content for FACTv.

### **Stoner Prairie Elementary School:**

As we have done in the past, we started off the year by teaching students about video production and the students then created their own newscast about events going on at the school. Moving into the 2014/ 2015 school year, we now are running short after school classes. Students are learning about video production, stop motion animation, and other multi-media technology. These classes are being held at Stoner Prairie Elementary School due to the school's budget, but we look forward to getting students back over to FACTv in the future.

### **Eagle School:**

This year we teamed up with Eagle School in creating news-like packages about green initiatives in Fitchburg. FACTv taught students about video production and how to create a news package. Then the students went on to write scripts, shoot their stories, and edit their stories on their own.

### **Edgewood College:**

Students from Edgewood College were tasked with creating short PSA videos for St. Vincent de Paul on Madison's website. FACTv provided the training in video production including: script writing, film training, editing, and the equipment to produce the videos. This has been an ongoing partnership with the college and we hope to continue to work with the college on future projects to our three channels.

# Programming

## New Branding/ New Channel Format

In early July, we launched a new branding campaign for our three channels. The new branding campaign included new logos for all three channels, new names for two of the three channels, and an overall upgrade to carousel and community bulletin board. The three channels used to be called Public, Education, and Government and are now called Media, Community (Com), and Government (Gov.). We also added some new programming to the Media Channel. The Government Channel will continue to stay the same in offering coverage of all the meetings, committee meetings, and other government meetings and events. Some of the meetings will still be broadcasted live.



The new channel format was implemented on the Community Channel. This new format included adding commercials, dropping the community bulletin board or Carousel, and adding new programming. This new format is part of our plan to gain new future funding. By adding commercials, we are able bring our station closer to regular viewing habits for TV watchers. Some of the new programs include movies, cartoons, new educational programming, and locally created commercials. This new format is in a trial period. We will be evaluating these processes all year long to determine if this new format works and can be replicated on our Media Channel moving forward.



## Programing Creation and Coverage

Our FACTv staff is on pace to pass last years total productions again for the third year in a row. We cover over 180 meetings, another 200 plus productions not related to meetings, and are now creating commercials for our Community channel. We also create shows such as the Mayor's Report, Eye on Crime, and What's Happening at the Fitchburg Senior Center just to name a few. We also get out into the community for event coverage, ground-breakings, and other video projects for city departments and city partners, such as the Fitchburg Chamber. FACTv is committed to covering all local events in the City of Fitchburg, continuing to create programming and working with city departments and city partners to develop locally created programming for the community. We also continue to search for programming around the area, state, and across the US that we think the community might be interested in viewing on our local station.

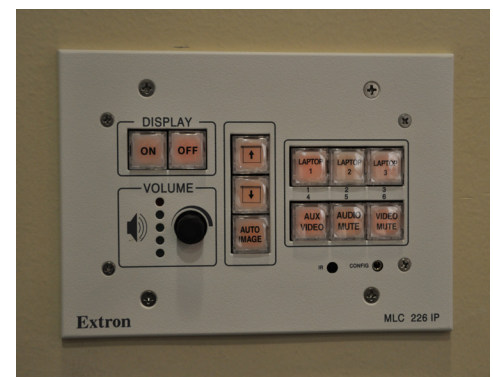
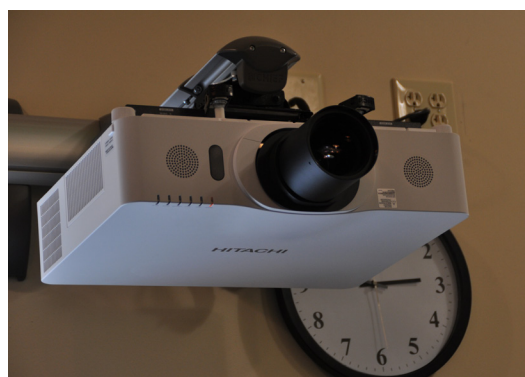
# Facility Upgrades

The last few years we have seen many updates to our facilities and we continued with more updates on two different projects.

**Digital Signage:** We added digital signage around the City campus. Our digital signage was added to the City Hall entry way, the police entry way, the Community Center entry way, and Senior Center entry way. We broke the display into three areas including City Hall, Senior Center, and Community Center. Now matter which entrance you are at, you will be able to see what is going on and where it is located. FACTv also has the ability to broadcast over the digital signage system if needed. This project came together with reallocating one of our channels carousel systems for the digital signage system which cut down the overall costs of the project. FACTv also designed and built the templates for each of the departments to work from. We provided the staff training and continue to support the departments put in charge to run the day to day operations of the digital signage.

City Hall	Community Center	Senior Center
Welcome to Fitchburg City Hall	Robotics: Mindstorms Fitchburg Rm 5:15-6:45 pm	Welcome To The Fitchburg Senior Center  Hours Monday-Friday 8:00-4:00

**Meeting Room:** Our second major project included updating the AV technology in the Meeting Room. This included adding a new projector, which was mounted to the wall instead of being on the table. The new projector is brighter and fits the new screen better than the previous projector located in the room. We also added a new projection screen that is electronically controlled by a wall panel located by one of the doorways. We added new microphones in the room that FACTv can control from their production area, which improves overall audio during recordings. We added three inputs into the system for the projector including two HDMI spots and one VGA location and we added speakers in the room for multi-media presentations. FACTv also received a feed from the projector so we don't have to shoot the screen anymore while filming.





# Factv Staff

## FACTv Staff

Our staff at FACTv is second to none. In the last few years we have seen a total overhaul of this department and our staff has risen to the occasion in every way. We have continued to cover more events each year; they took on a new challenge with our COM channel rebuild, and have continued to help grow our department each year.

### Jeremy Crosby- Community Media Services Manager

- Date of Hire: 2/2010



### Andrew Bamlett- Production Assistant

- Date of Hire: 7/2013

### Preston Schmit- Cable Op 3 Assistant

- Date of Hire: 2/2011
- June 9th, went from a Cable Op 2 to a Cable Op 3 Assistant



### Chad Cole- Cable Op 2

- Date of Hire 8/2011



### New Hire:

#### Bryan Troxel- Cable Op 2

- Date of Hire: 12/2013



### Resignations:

#### Leo Salazar- Cable Op 3 Assistant

- Date of Hire 2/2013
- Resigned May 29th, 2014

### Adam Presboten- Cable Op 2

- Date of Hire: 2/2013
- Resigned 11/2013



### **Increase Community Producers/ Volunteers**

We will continue to work on getting new community producers to come and use our facilities, equipment, and educational training to gain content for our Community and Media Channels. Along those same lines, we will continue to work on getting volunteers to come in and help with various projects for our station. Both the community producers and volunteers are key to keeping our stations running and help get new content on our three channels. We will use the website and our three stations to help get the word out to the community and beyond to help grow in this area.

### **New Funding Source/ Marketing of FACTv**

This has been an ongoing process for FACTv. In 2014 we re-launched our three channels with new branding and a new format on one of three channels. This was the first step in moving towards a possible new funding source for our station. We will continue to gather information on the processes and develop a plan to start adding paid commercials to our community channel. We also will look to other areas for potential revenue sources such as membership fees, rental fees, and facility fees. As part of all this, we will continue to work on our marketing plans for the station. Using the three channels, social media, and the website gives us plenty of avenues to promote the station. We will continue to develop our marketing plan on an ongoing basis and need to tie this in with our funding sources.

### **Development of Commercials, Programing, and Studio Uses**

Starting in 2014 our community channel went to a new format with commercials running in-between shows. These commercials have been created by FACTv staff, downloaded from PSA sites, and are given to the station for promotion of non-profit events. We will continue to create commercials for our station. This is a continuous process and will need to be worked into our busy schedule throughout the year. We are looking to develop a plan for creating commercials and making sure we can keep up with getting new commercials on our station on a regular basis. This also includes creating programing and increasing our studio use. We have several ideas for new shows and producing these new shows in the studio area. We will look to build new sets that can be used for our new shows and other shows we already produce.

### **Community Education**

We are hoping to grow our community education in a few different areas. The first area would be with our three school districts. We have been working closely with the Verona Area School District and Eagle School but we would like to open up the communication with the Madison Area School District and Oregon School District in 2015. This would include getting programing or content from each district; help get vital information out to the students from each district, and offering up educational classroom training to students and staff. We also want to continue to work with the Senior Center and the Library to develop classes that would benefit both parties. Finally, we want to grow our summer camps and continue to get technology into the hands of our youth so they can learn about technology and hopefully volunteer for our station for years to come.

